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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/757,844	01/15/2004	Todd S. Bowser	MATP-641US	5075
23122	7590	01/29/2007	EXAMINER	
RATNERPRESTIA P O BOX 980 VALLEY FORGE, PA 19482-0980			YENKE, BRIAN P	
			ART UNIT	PAPER NUMBER
			2622	
SHORTENED STATUTORY PERIOD OF RESPONSE	MAIL DATE	DELIVERY MODE		
3 MONTHS	01/29/2007	PAPER		

Please find below and/or attached an Office communication concerning this application or proceeding.

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	10/757,844	BOWSER, TODD S.	
	<b>Examiner</b>	<b>Art Unit</b>	
	BRIAN P. YENKE	2622	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
  - If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
  - Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) Responsive to communication(s) filed on Amendment (20 Nov 06).
- 2a) This action is **FINAL**.      2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) Claim(s) 1-24 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) Claim(s) \_\_\_\_\_ is/are allowed.
- 6) Claim(s) 1-24 is/are rejected.
- 7) Claim(s) \_\_\_\_\_ is/are objected to.
- 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All    b) Some \* c) None of:
1. Certified copies of the priority documents have been received.
  2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- |   |   |
|---|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892)  | 4) <input type="checkbox"/> Interview Summary (PTO-413)           |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                        | Paper No(s)/Mail Date: _____                                      |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)<br>Paper No(s)/Mail Date: _____ | 5) <input type="checkbox"/> Notice of Informal Patent Application |
|   | 6) <input type="checkbox"/> Other: _____                          |

## **DETAILED ACTION**

### ***Response to Arguments***

1. Applicant's arguments with respect to the claims have been considered but are moot in view of the new ground(s) of rejection.

Traversal of OFFICIAL NOTICE's:

Pertaining to the zoom changing the location of the image with respect to the screen. The examiner relies upon previously cited, US 6,366,706 which discloses that the zoom operation which alters the size of the image (col 3, line 43-57).

Pertaining to the use of sync signals. The examiner relies upon applicant's previously cited EP-0326339, which discloses the use/processing of the horizontal sync signal (Fig 8).

Pertaining to the use of a memory buffer. In addition to Guerinot cited below, EP-0326339 discloses the use of a frame memory (col 7, line 9-15).

### ***Claim Rejections - 35 USC § 103***

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

### ***Claim Rejections - 35 USC § 103***

Claims 1, 4-5, 9-10, 14-15 and 20-21 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bellwood et al., US 7,057,640 in view of Guerinot, EP-0381271 (Applicant's admitted prior art).

In considering claims 1, 4-5, 9-10, 12, 14-15 and 20-21,

Bellwood discloses a dynamic burnout imprinting protection shift circuit, which slowly moves the position of the screen content to ensure than no one area of the screen is unused for a long period of time. The image is shifted based upon the difference in aspect ratios between the incoming signal and the display (Figs 2a-3f). The format detector 402 (Fig 4) detects the aspect ratio of the incoming signal and the image shifter receives this information and provides an offset shift value, which is received by the projection gun 406 and shift corrector 408 to slowly shift the image.

Regarding storing the adjusted value. Although the concept of storing an adjustment value, especially when powering on/off devices, to maintain the particular set-up is notoriously well known, the examiner will rely upon EP-0381271, which discloses a generator 20 which has such feature of maintaining/storing/continuing from the same point (col 6, line 1-5).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify Bellwood which discloses a dynamic burnout protection shift circuit, by protecting the display by maintaining the position of shifting, when powered off and then on, which would maintain the uniformity of such protection as taught by EP-0381271 for the advantages as noted.

In considering claims 2, 11, 16 and 22,

The combination of Bellwood/Guerinot does not explicitly recite a zoom function/value, although the concept of reducing burnins on different sized aspect ratio signals/displays using such function (zoom) is notoriously well known in the art, and thus the examiner takes “OFFICIAL NOTICE” regarding such feature, since the zoom function provides the viewer with the option of sizing up/down the picture, while also reducing burnin of the display, both being motivations for implementing such conventional methods.

In considering claims 3 and 17,

The combination of Bellwood/Guerinot does not explicitly recite the synchronization of the received signal and adjusting the display regarding the sync signal. However, it is notoriously well known in the art to recognize that various signals have sync signals or not (analog/digital) as well as varying signals of varying rates, thus the concept of synchronously/locking onto the received signal is conventional practice as admitted via applicant’s own disclosure.

In considering claim 6,

Guerinot discloses the movement is performed such that in that duration a causal observer of the TV is unaware of the movement of the picture.

In considering claim 7,

The combination of Bellwood/Guerinot does not disclose the predefined rate being less than two pixel rows per minute.

However, Bellwood does disclose that the image is shifted slowly, in order to provide a viewable image to the viewer in addition to Guerinot disclosing movement is made so that the

viewer is unaware of such movement.. Thus the end result would be a system, which would allow the viewer to view the program without detecting the movement (i.e. rapid motion back and forth or up/down, etc),.

Regarding the two pixel rows per minute, the amount of update is a design choice, since there are no unexpected results by updating more pixel rows or less assuming the outcome provides the movement as being unseen by the viewer.

In considering claims 8, 13, 19 and 23,

Although Bellwood recites the use of a data processing system or use of software/RAM/memory, Bellwood/Guerinot does not explicitly recite writing the image to a buffer areas prior to display, which is a notoriously well known feature in display systems, in order to efficiently/accurately update the display screen where the awaiting data is there to replace the currently displayed data, thus the examiner takes “OFFICIAL NOTICE” regarding such buffering for the above mentioned reasons. It is noted that Bellwood discloses the use of a FIFO buffer 12 (Fig 7).

In considering claim 24,

Guerinot discloses Figs 1, 2a and 2b the movement of the image in accordance with a prescribed time to allow for uniformity in protecting the display screen from burnout.

### *Conclusion*

3. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

4. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Brian Yenke whose telephone number is (571)272-7359. The examiner work schedule is Monday-Thursday, 0730-1830 hrs.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's Supervisor, David L. Ometz, can be reached at (571)272-7593.

**Any response to this action should be mailed to:**

Commissioner of Patents and Trademarks  
Washington, D.C. 20231

**or faxed to:**

**(571)-273-8300**

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the Technology Center 2600 Customer Service Office whose telephone number is

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(703)305-HELP.

General information about patents, trademarks, products and services offered by the United States Patent and Trademark Office (USPTO), and other related information is available by contacting the USPTO's General Information Services Division at:

800-PTO-9199 or 703-308-HELP

(FAX) 703-305-7786

(TDD) 703-305-7785

An automated message system is available 7 days a week, 24 hours a day providing informational responses to frequently asked questions and the ability to order certain documents. Customer service representatives are available to answer questions, send materials or connect customers with other offices of the USPTO from 8:30 a.m. - 8:00p.m. EST/EDT, Monday-Friday excluding federal holidays.

For other technical patent information needs, the Patent Assistance Center can be reached through customer service representatives at the above numbers, Monday through Friday (except federal holidays) from 8:30 a.m. to 5:00 p.m. EST/EDT.

The Patent Electronic Business Center (EBC) allows USPTO customers to retrieve data, check the status of pending actions, and submit information and applications. The tools currently available in the Patent EBC are Patent Application Information Retrieval (PAIR) and the Electronic Filing System (EFS).

PAIR (<http://pair.uspto.gov>) provides customers direct secure access to their own patent application status information, as well as to general patent information publicly available. EFS allows customers to electronically file patent application documents securely via the Internet.

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EFS is a system for submitting new utility patent applications and pre-grant publication submissions in electronic publication-ready form. EFS includes software to help customers prepare submissions in extensible Markup Language (XML) format and to assemble the various parts of the application as an electronic submission package. EFS also allows the submission of Computer Readable Format (CRF) sequence listings for pending biotechnology patent applications, which were filed in paper form.



B.P.Y  
22 January 2007



BRIAN P. YENKE  
PRIMARY EXAMINER